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May 18, 2006

Re: Federal Communications Commission Docket # 06-92

Petition for Declaratory Ruling on RFD Communications, Inc. Set Aside Qualifications

Dear Sir or Madam,

We would like to join Farm Journal in requesting that the Commission declare RFD-TV a non-qualifier for DBS set aside as an educational or non-commercial program supplier. You have no doubt read Farm Journal's cogent and exhaustive arguments toward this end and we are in total accord with their petition.

Western Video Market, Inc. (WVM) is a production company conducting live cattle auctions broadcast via DISH Network satellite. WVM is the second-largest satellite cattle auction in the nation. WVM provides the exact same service as and directly competes with Superior Livestock Auction, whose sales are broadcast on RFD-TV. WVM is a profit-oriented business and so is Superior. Superior Livestock Auction has no business being allowed on a 'non-commercial' station and no station that broadcasts their auctions has any business calling itself 'non-commercial'.

Through brokers, WVM buys broadcast time on a DISH Network transponder to conduct its auctions and pays the going rate for this time, which is currently around \$2500 per hour. We must also buy an equivalent amount of time on a C-Band transponder to transmit our signal to DISH Network. That C-Band time goes for approximately \$400 per hour. As a "non-commercial programming supplier", RFD-TV does not have to pay the going rate for its broadcast time and it is our assumption that Superior Livestock Auction does not pay it either. As business people, we understand and relish fair competition, but RFD's 'non-commercial' status has created a non-level playing field and we are asking you to provide some relief.

The livestock auction markets listed below are regular participants in Western Video Market and may be contacted for your further inquiry if desired. We, of course, would be available to discuss this with you as well. We appreciate your consideration.

Sincerely,

Andy Peek

President / Western Video Market, Inc.
530-347-3793

WESTERN VIDEO MARKET PARTICIPATING LIVESTOCK AUCTION MARKETS

Shasta Livestock Cottonwood, CA 530-347-3793	Stockman's Market Visalia, CA 559-734-1301	Producers Livestock Madera, CA 559-674-4674	Producers Livestock Oakdale, CA 209-847-1033	Producers Livestock Chino Valley, AZ 928-925-3710	Cattlemen's Livestoc Galt, CA 209-745-1515
Klamath Livestock Klamath Falls, OR 541-884-9667	Producers Livestock Vale, OR 541-473-3136	Toppenish Livestock Sunnyside, WA 509-639-0147	Producers Livestock Jerome, ID 208-324-4345	Treasure Valley L/S Caldwell, ID 208-459-7475	Torrington Livestock Torrington, WY 307-532-3333
Ogallala Livestock Ogallala, NE 308-284-2071	Sitton Cattle Co. Twin Bridges, MT 406-684-5279	Crawford Livestock Crawford, NE 308-665-2220	Bassett Livestock Bassett, NE 402-684-2361	Belle Fourche L/S Belle Fourche, SD 605-892-2655	Producers Livestock Salt Lake City, UT 801-936-2424
Producers Livestock Greeley, CO 970-353-4121	Stockman Oklahoma Apache, OK 888-926-9696	Lewiston Livestock Lewiston, ID 208-743-5506	Humboldt Livestock Fortuna, CA 707-725-5188	Gordon Livestock Gordon, NE 308-282-1171	